ABSTRACT:

CHG DATE=20041221 STATUS=O>A data integration system and method collects and stores customer information from disparate information sources in real-time. The stored information can be retrieved and assembled for presentation to a user according to the role and/or security profile of the user. The customer information is presented through a 360? viewer, which is embedded in an application or a browser, or runs as a standalone viewer. A data correlation system and method correlates data records collected from disparate Customer Relationship Management (CRM) applications using a three-tier approach comprising deterministic correlation, heuristic correlation and historical correlation. The correlation rules are fully configurable and extensible.